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McKinley Designs

DIVISION OF McKINLEY IRON WORKS
FORT WORTH, TEXAS

brochure S-3

EXCLUSIVE BROCHURE FOR ARCHITECTS and MEMBERS OF AMERICAN INSTITUTE OF DECORATORS.

controlle designs & sculpture in bronze, brass, iron, steel, aluminum and pewter.

a.i.a. file • 15-C

MORIBANA

Lineal patterns emphasized over centers of interest. Style is standing, slender in design. Natural growth from the parent stalk is stressed.

CONTROL PROGRAM
OF
McKINLEY DESIGNS

McKinley Designs and Sculptures are offered only to registered architects and A.I.D. decorators.

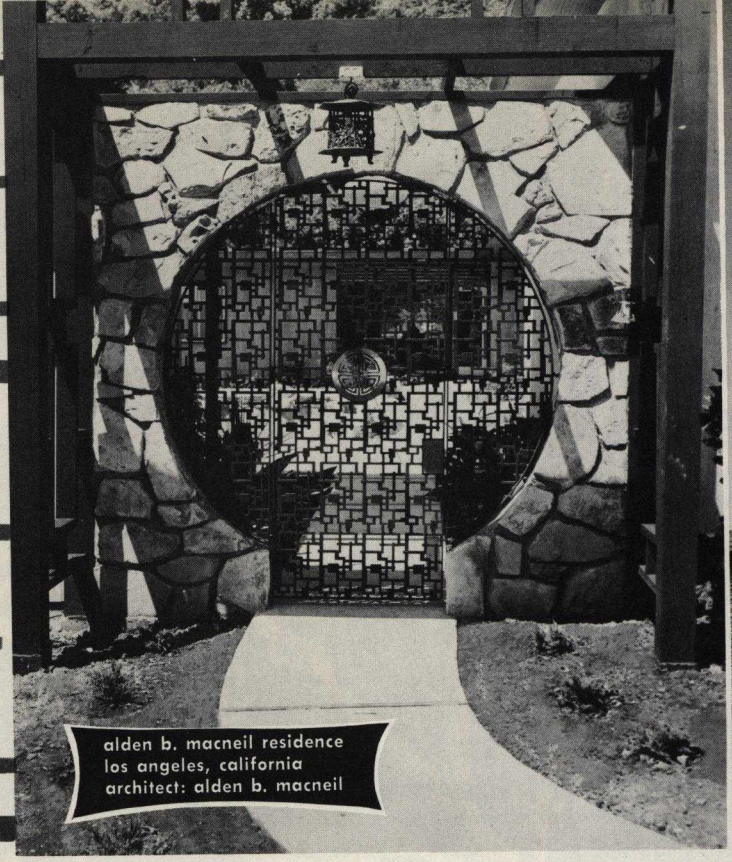
We control the use of our design elements to prevent the depreciation of the originality and individuality of original design assemblies. Our designs and sculptures are patented, pending, or copyrighted.

Details of design elements, installation, illustrations and estimating cost procedures are available to registered architects and A.I.D. decorators when requested on their letterhead.

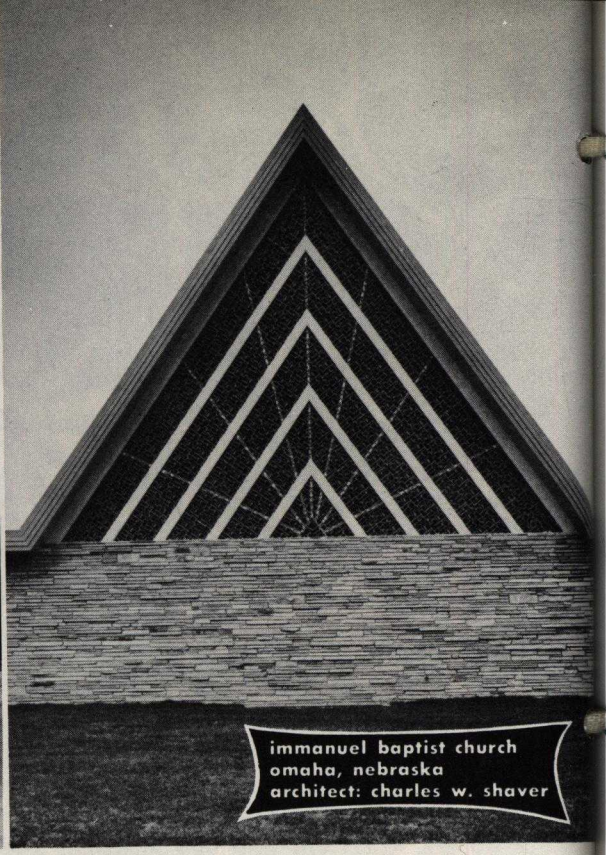
We appreciate the architect requesting the reservation, in the planning stage, of any design that he anticipates using. This makes it possible for us to hold the design for his exclusive use in the locality.

Our artists are endeavoring to match our designs to the fast changing directions in architecture. Our art department and designers are available for consultation. With sufficient notice, sketches, pictures and suggestions can be submitted.

We wish to express our appreciation to the architects and decorators for making our control program a success. Through your cooperation, we have maintained a nationwide control on all of our custom designs. As a result, we have been able to give you more designs and sculptures at the present, and a promise of more dramatic styles during the forthcoming years.



alden b. macneil residence
los angeles, california
architect: alden b. macneil



immanuel baptist church
omaha, nebraska
architect: charles w. shaver

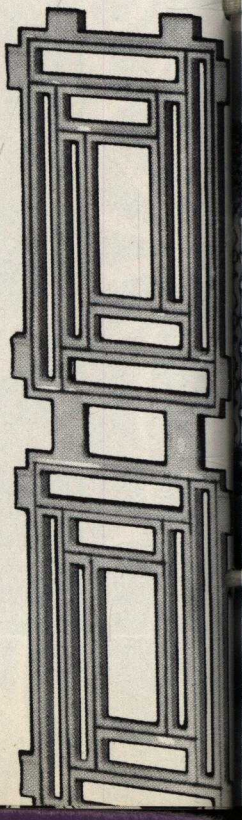
de STIJL

A non-objective composition of deliberate design, which in a new way displays the influence of Piet Mondrian. His motif of the right angle and straight line that he so uncompromisingly used, has had a tremendous effect on the paintings, architecture, and even the design of our magazine covers of today. The deSTIJL motif' makes its premier in McKinley iron that is stylized and undisputedly chic.

commerce acceptance company
muskogee, oklahoma
architects: zaroor & davis

FORMAL

FORMAL is a design easy to live with. It is for the critic who feels that good principles transcend the times. The FORMAL motif' in design reflects a little of yesterday, some of tomorrow, but it must be contemporary for use today. Iron work in FORMAL will lend poise and beauty to any home or building.



HOURGLASS

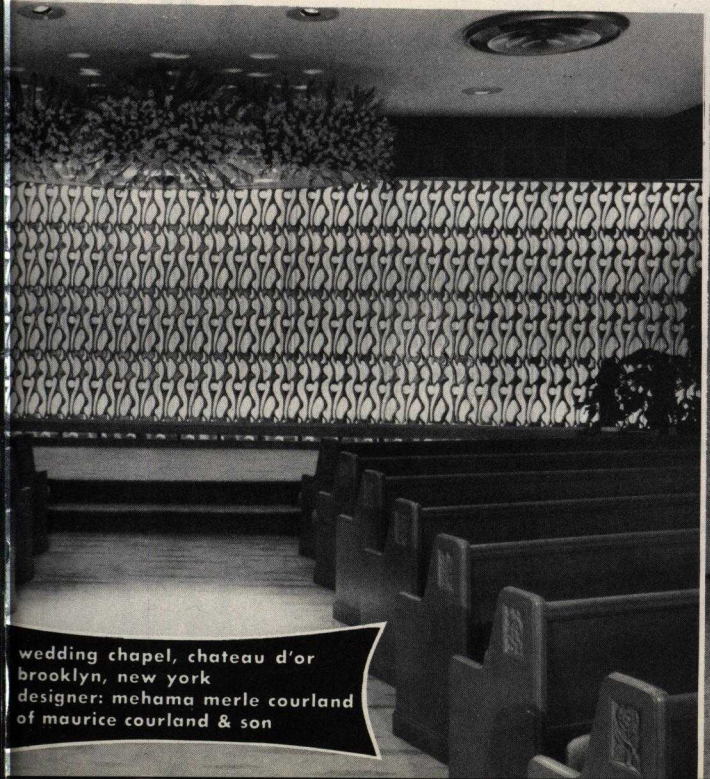
Simplicity of geometric form, combination of contrasting materials, color and full freedom of composition make this a unique and provocative design element. To be used for individuality and distinction in country clubs, offices and homes.

Suggestions: HOURGLASS of black lacquer on brass or black rods. HOURGLASS of different color on black rods. Polished brass or aluminum HOURGLASS on black rods.

the upjohn company office building
kansas city, missouri
architect: the austin company

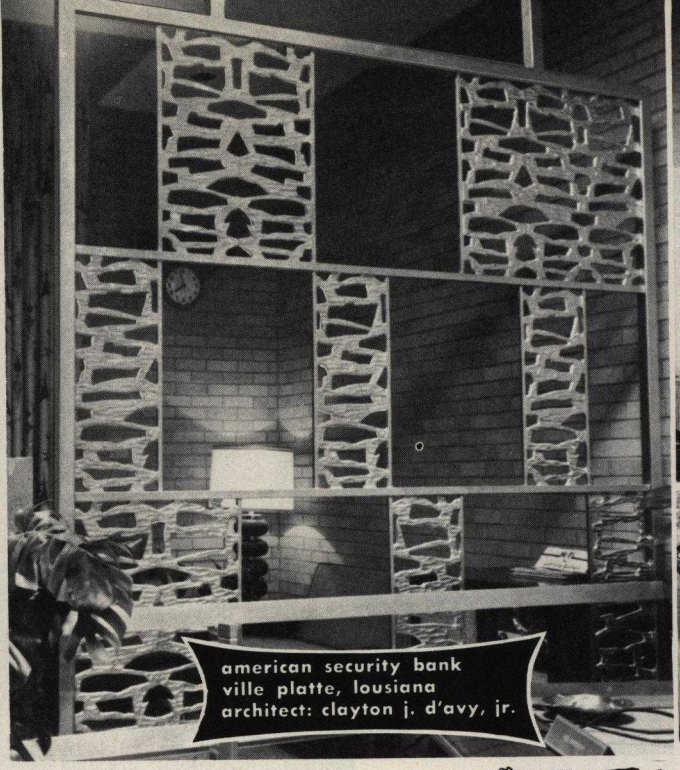
SOPHISTICATION

An original by the American designer, Leonard M. Logan III. An abstract composition that reflects his many academic awards. SOHPISTICATION is formed through positive and negative space relationship. A rhythmic arrangement of forms and curves . . . the style pleasing SOPHISTICATION will bring life and personality to our modern functional architecture. Arrangements used as elements and grills in colors. Can be furnished in polished and high gloss finishes.



wedding chapel, chateau d'or
brooklyn, new york
designer: mehama merle courland
of maurice courland & son

j. e. brown residence
fort worth, texas
architect: arthur vinson

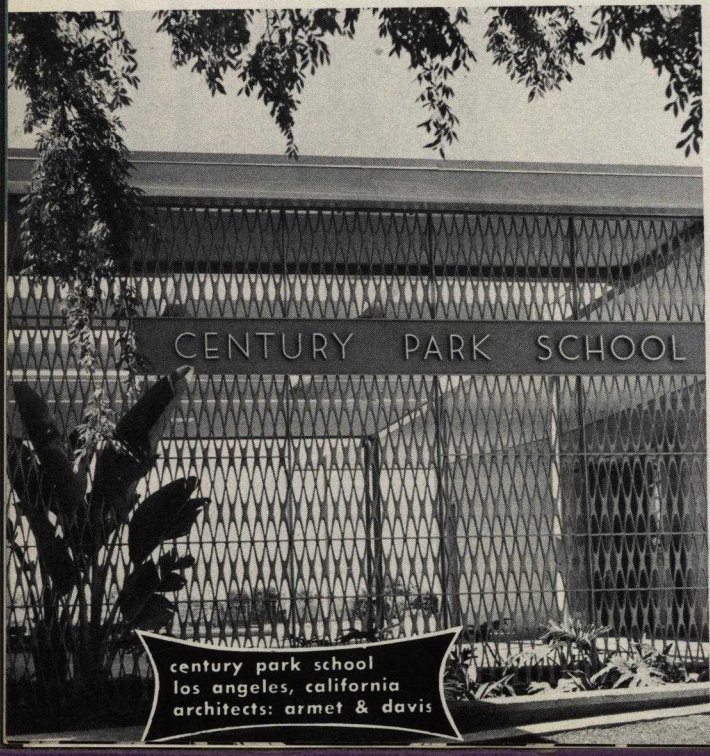


american security bank
ville platte, lousiana
architect: clayton j. d'avy, jr.

schulers
grand rapids, michigan
architects: h. l. colton & associates

CASUAL

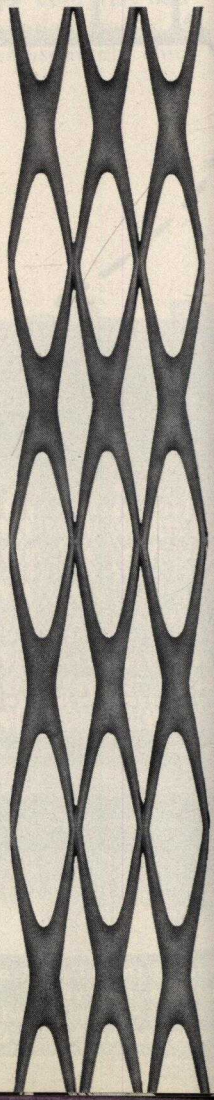
A design created to show the charming effect of old hand-hammered iron. The seldom duplicated form arrangements, together with the irregular surface texture has an unstudied effect. It is not a design for every type of architecture, but lends its appeal to buildings of modern architecture and the informal home.

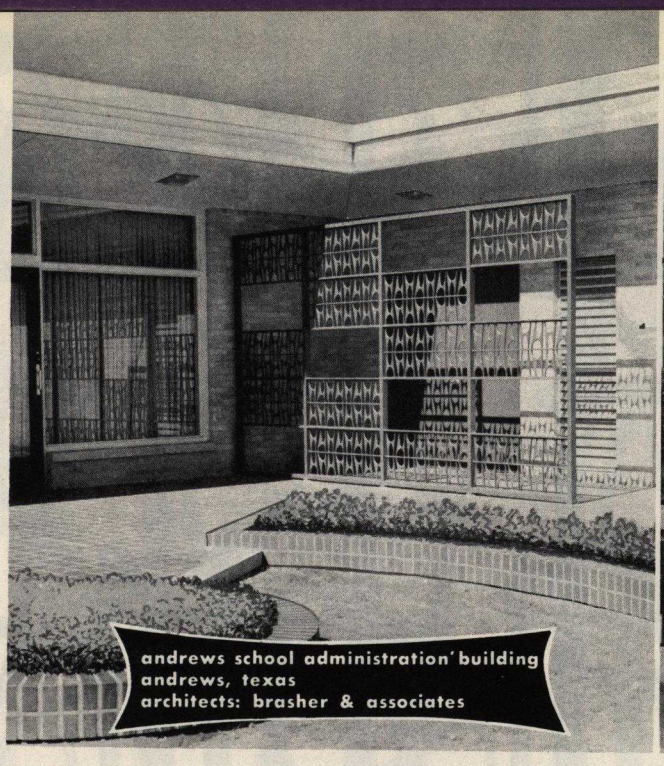


century park school
los angeles, california
architects: armet & davis

SYMMETRY

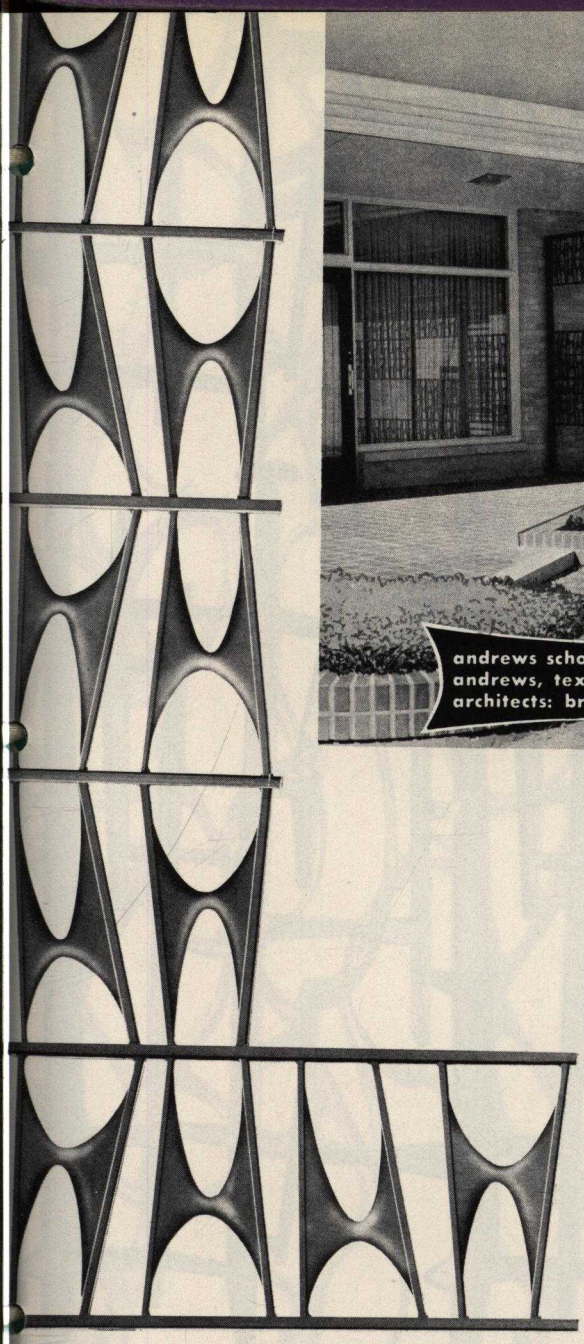
The sculptured form of this creation gives excellent texture for screens and grills. Its abstract nature fits well in many settings. A pleasing play of light and dark patterns, gives a mellow contrast to enhance the architecture. Used with an absorbent blanket . . . a very efficient acoustical grille.





andrews school administration building
andrews, texas
architects: brasher & associates

carillon hotel
miami beach, florida
architects: norman giller & associates

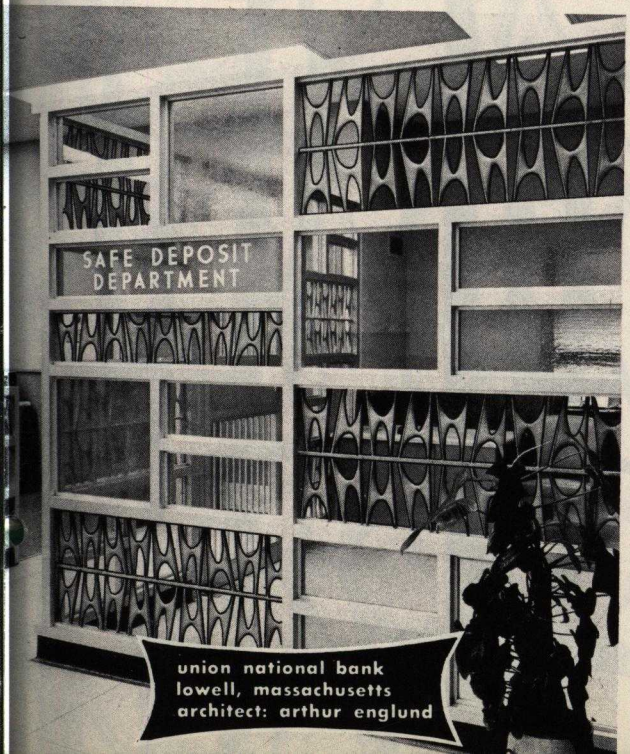


BUTTERFLY

BUTTERFLY, by Herbert E. Reid, is a smooth flow of sculptured, three dimensional forms which is complimented by the directional and contrasting play of the hyperbolic curves. The result is a stimulating design, highly adaptable to many applications. With its free flowing space, it is especially good as screens for controlling traffic flow, and space divisions of open planning.

A new school of thought and a new mode of designing are forming in the wake of the works of Herbert E. Reid.

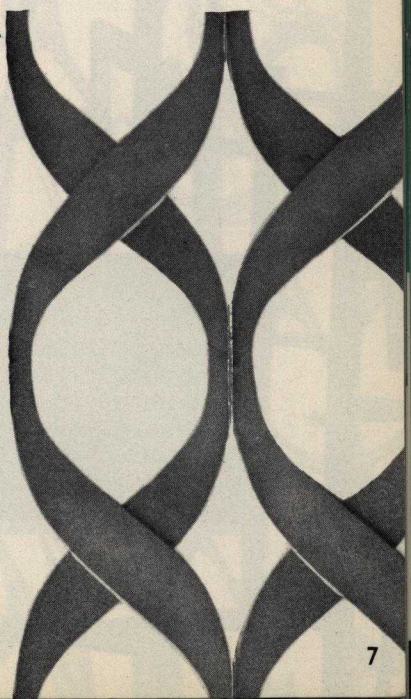
If you see an attractive, contemporary residence, office or commerical building with a casual effect and an easy to live with atmosphere, you can expect a little treatment from the Reid's school. The effect in Reid's works is secured by stealing, borrowing, or maybe just the taking of object lines or curves from the things our eyes are subconsciously accustomed to, and composing them in sculptured forms, elements and background treatment



union national bank
lowell, massachusetts
architect: arthur englund

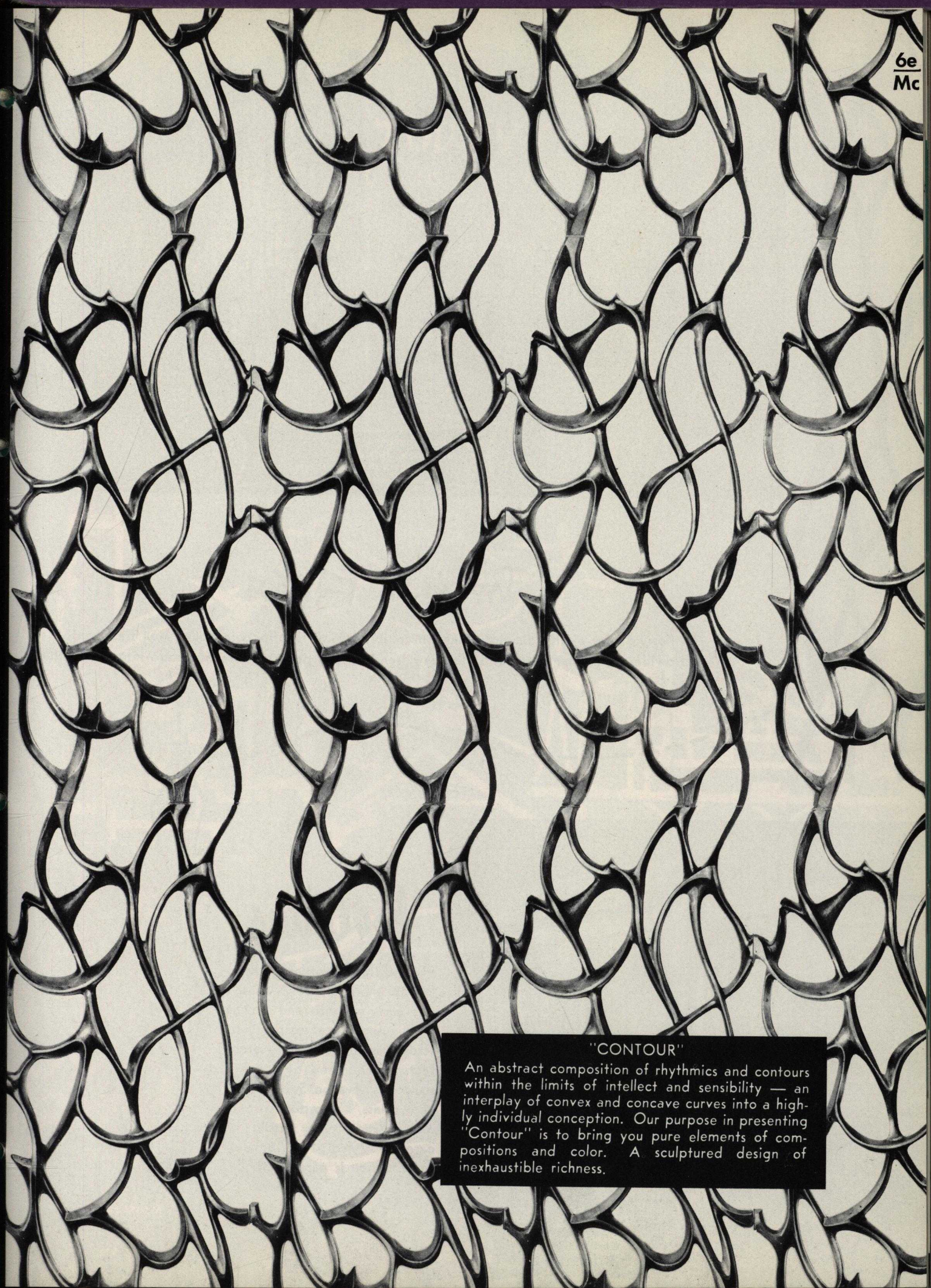
SAMBA

SAMBA, by Wendell Brown, is an interpretation from the classic form of "Hogarth's Line of Beauty." It is designed to be viewed at a distance.



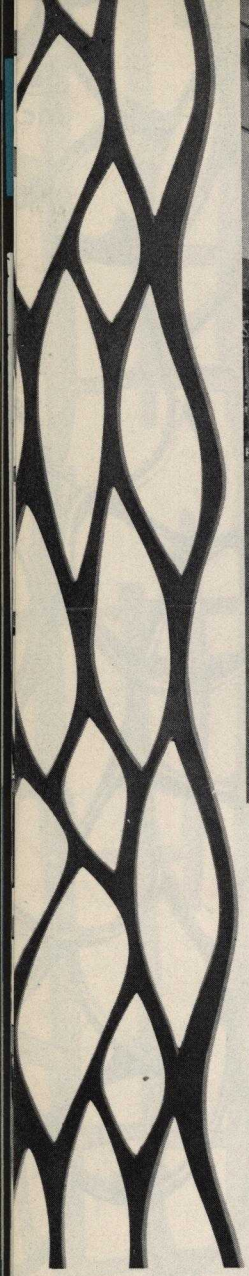
"PLANES"

A clean and precise structure of lines and sharp planes in a schematic form of asymmetrical balance. An expression of contempt for realty and proclaiming bankruptcy of complacency. In "Planes" the line, the angle and the slope of the planes announce a new direction in metallic designs. A composition two years in forming, we predict an exciting future for "Planes".



"CONTOUR"

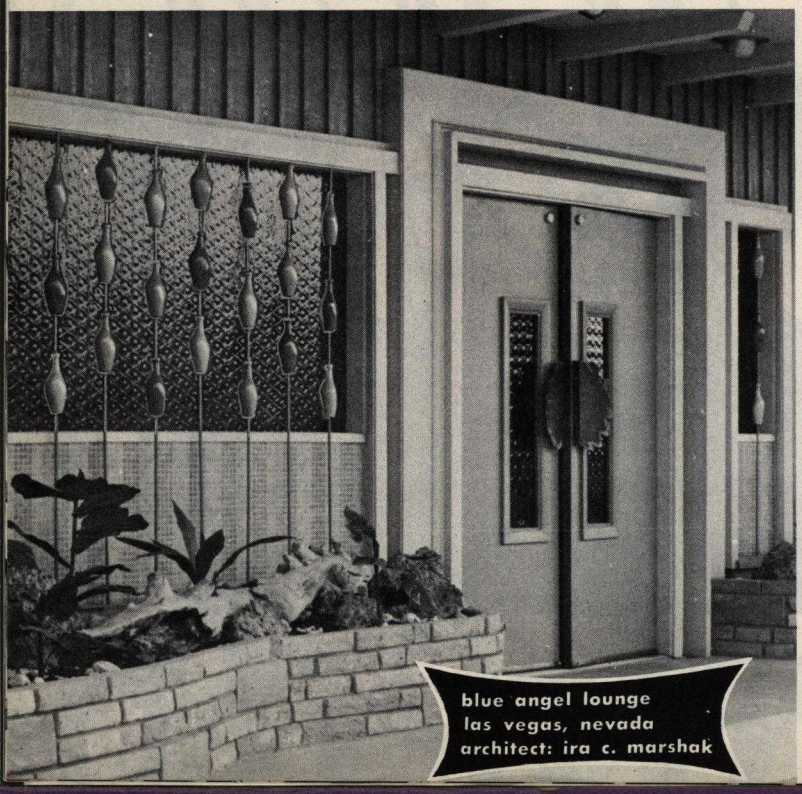
An abstract composition of rhythmics and contours within the limits of intellect and sensibility — an interplay of convex and concave curves into a highly individual conception. Our purpose in presenting "Contour" is to bring you pure elements of compositions and color. A sculptured design of inexhaustible richness.



singapore hotel
miami beach, florida
architects: normal giller & associates

Japanese Reed

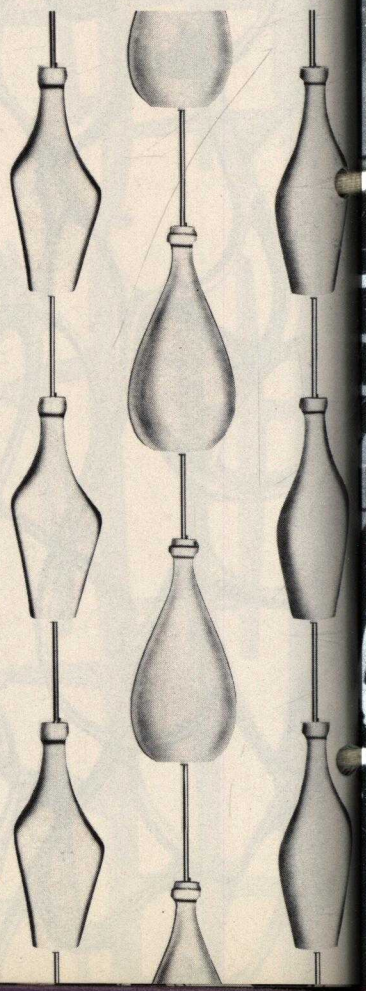
The flowing lines of this delightful pattern creates intriguing effects in grilles, wall treatments and dividers. Another example of the new trend of incorporating lines of nature into architecture.



blue angel lounge
las vegas, nevada
architect: ira c. marshak

Botelias

Stylized Italian bottles for Mediterranean influence. Unusual but carry warmth and feeling when used strategically in screens in contemporary architecture. Designed by a noted sculptress, Evaline Sellers. Like "Hourglass," composition of metals and colors should be carefully styled. For "botelia" the situation is paramount.



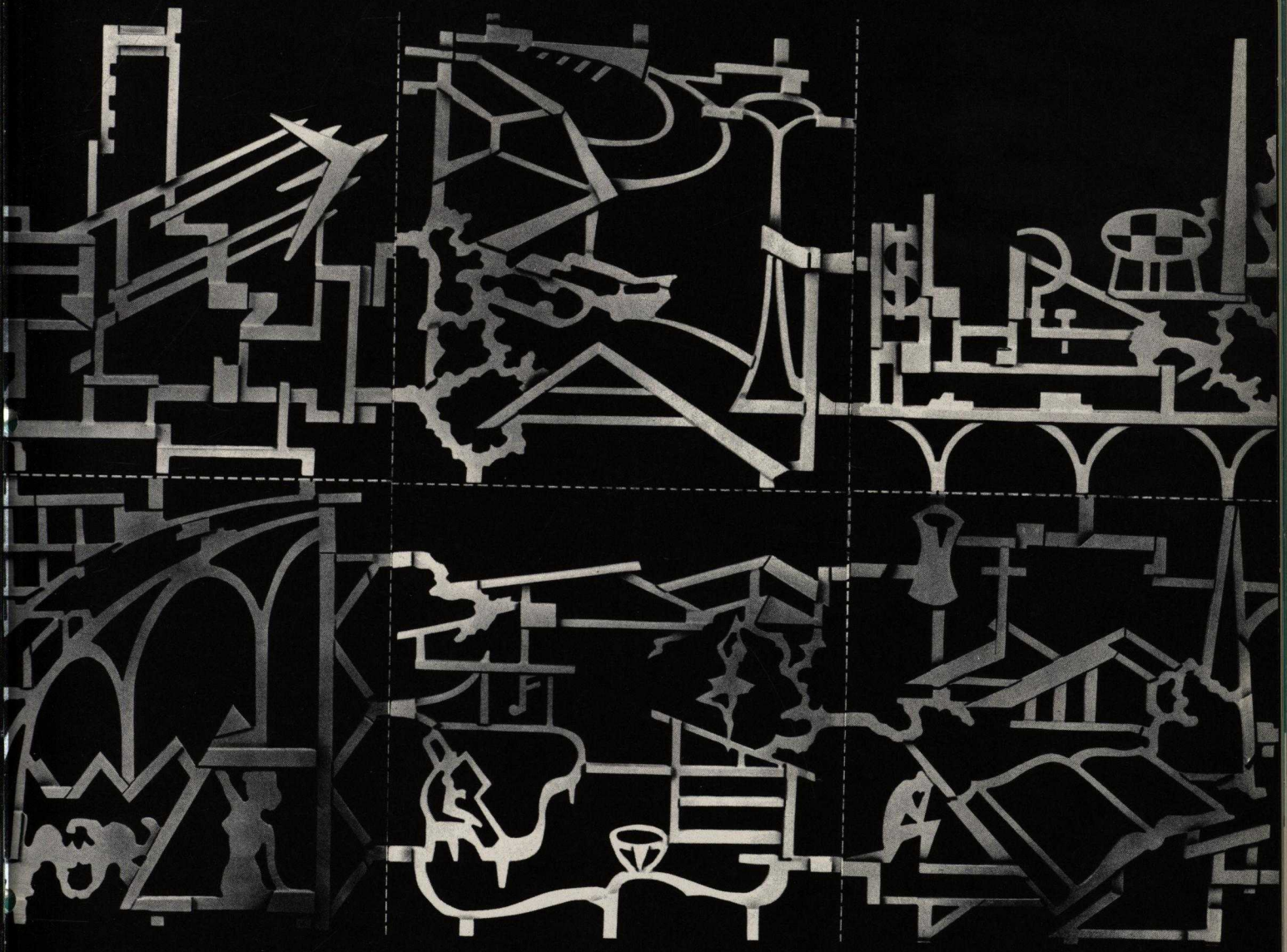
TODAY

DESIGNS IN MURALS

Evolution from the figurative and plain representation toward the abstract has made possible our impressionistic style.

Through the supremacy of pure sensibility in art, the feelings of structures are presented to the inspiring and unrelenting eye. By suprematism, objects, like sound from reflected surfaces, create definite waves of thought that silently splash in meaning with dramatic effect.

The author presents for the architect's use, in structures where people assemble, his symbolisms of abstract compositions of our modes, rush, environment and fluid, human emotions in verse of visual graphics.



URBANISM

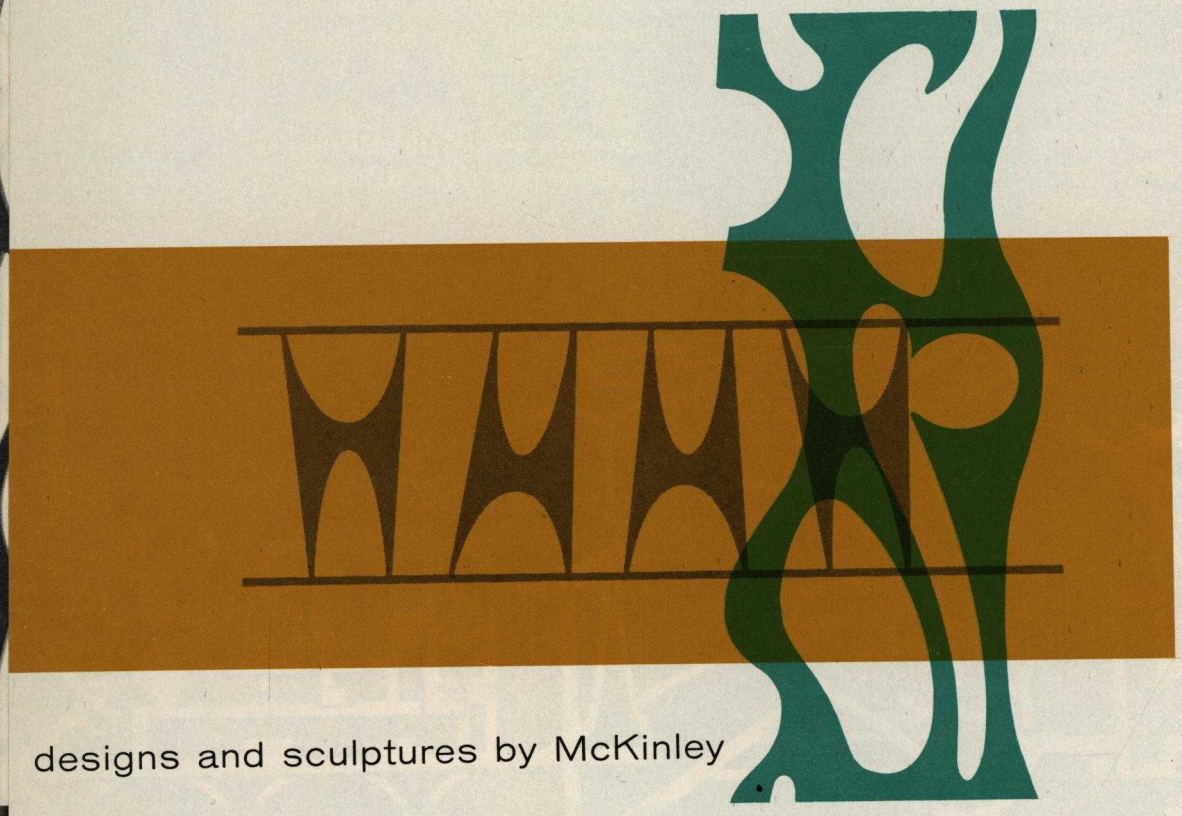
CITY SEAMS

SUBURBIA

AMUSEMENT

TENSION

FAITH



designs and sculptures by McKinley

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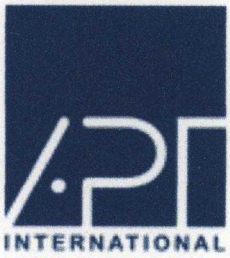

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